



## **Dress Donation Drive Information Packet**

### **Introduction and Thanks!**

Thank you for your interest in hosting a dress drive for Abby's Closet! The mission of Abby's Closet is to inspire confidence and respect in high school women by providing free formal gowns for prom and other memorable events. We are a volunteer-driven organization and your support makes our work possible. Hosting your own dress drive is a great way to volunteer, connect with your community, and also expand the awareness of Abby's Closet. Please review the following pages for suggestions on how to plan and execute a successful dress drive.

We are excited to be a resource for you throughout the planning of your dress drive. To help us serve you better please complete the enclosed dress drive application form to let us know that you are organizing a drive. The registration form can also be found on our website at:  
<http://abbyscloset.org/host-a-dress-drive/>

### **First Steps-*Before you Begin***

- ✓ Decide on the dates and location for the drive. Most drives typically last 2-3 weeks.
- ✓ Complete and mail a Dress Drive Registration to Abby's Closet or complete one online.
- ✓ Consider forming a committee to help you run the drive.
- ✓ Decide where dresses will be collected and how they will be stored. Large cardboard boxes, wardrobe moving boxes, rolling clothes racks all work great for collecting dresses.
- ✓ Prepare your marketing materials. Abby's Closet can email you flyers and posters that can be adapted for your dress drive. Please have an Abby's Closet representative review any marketing materials before you go to print.
- ✓ Distribute flyers and hang-up posters. Ask your committee members and friends to help.
- ✓ Publicize your drive. Social media, community announcements, and newspapers are a great way to spread the word.

### **Next Steps-*During your dress drive***

- ✓ Collect donations! A tax receipt form is available on our website or can be sent by email. When your drive is complete give the completed tax receipts to Abby's Closet for processing.
- ✓ Advertise and Educate! Educating your family, friends and co-workers will boost your donations. Don't forget Abby's Closet is in special need of plus sized gowns 17+ and sizes 0-2.
- ✓ Have fun! You are doing something wonderful for young women in your community.

## Final Steps- *What to do once your drive is complete*

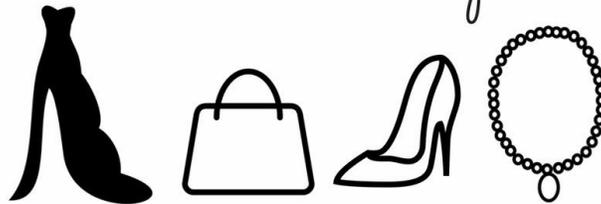
- ✓ Submit your tax receipts. Please return completed tax receipts back to Abby's Closet when your dress donations are picked up. Any additional receipts can be mailed to the Abby's Closet Clubhouse at PO Box 402, West Linn, Oregon 97068.
- ✓ Contact Abby's Closet for Pick-up. You can call the Abby's Closet hotline at 503.722.1524 to make arrangements or email at [promgowns@abbyscloset.org](mailto:promgowns@abbyscloset.org).
- ✓ Thank you donors and committee members. Put a follow-up message in your community announcements or newspaper thanking your donors and letting them know they can donate year-round. Drop-off locations are listed on the Abby's Closet website.

## Frequently Asked Questions

### What is the mission of Abby's Closet?

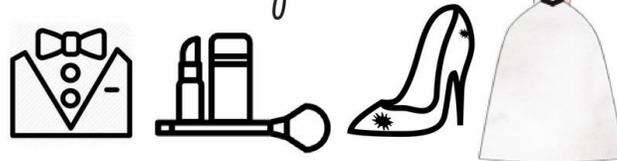
The mission is to inspire confidence and respect in high school women by providing free formal gowns for prom and other memorable events.

### What We Accept



Formal dresses both long and short, evening bags, shoes in like new condition and prom appropriate jewelry

### Not Accepted



Worn-out shoes, casual attire, used make-up, wedding dresses, tuxedos and unclean garments

### Do you take donations year-round?

Yes. See our website at [www.abbyscloset.org](http://www.abbyscloset.org) for a list of year-round donation drop-off sites.

### **Is my donation tax deductible?**

Yes. Abby's Closet is a nonprofit organization and all donations are tax deductible. Tax receipts are included in your packet; you can make additional copies. Donors should complete the top portion and give it to you or mail it to Abby's Closet; donors keep the bottom portion. Or, donors can email Abby's Closet and ask for a tax receipt.

### **How can a high school student get a free prom gown?**

Each year Abby's Closet hosts a weekend long Prom Gown Giveaway Event. The gowns are free to high school-age women (need to show student ID). See website for more information. [www.abbyscloset.org](http://www.abbyscloset.org)

### **Where can I get more promotional flyers?**

You can either download copies from our website or leave a message on the Abby's Closet hotline: 503.722.1524.

### **Who do I contact when I want to have donations picked up or have questions?**

Call the Abby's Closet hotline and leave a message: 503.722.1524 or email at [promgowns@abbyscloset.org](mailto:promgowns@abbyscloset.org).

### **How can I become more involved with Abby's Closet?**

Go to our website and sign up to receive our newsletters. They will have information about volunteer opportunities, ex. picking up donations for us, preparing the donations for the Prom Gown Giveaway, assisting with set-up and take-down of the Giveaway event, becoming a member of our Executive Board.

### **How can I learn more about Abby's Closet?**

Visit our website: [www.abbyscloset.org](http://www.abbyscloset.org).

## **STAY CONNECTED!**



Abby's Closet and @ABBYSKLOSETPDX  
[www.abbyscloset.org](http://www.abbyscloset.org)  
[promgowns@abbyscloset.org](mailto:promgowns@abbyscloset.org) or 503.722.1524  
Tax ID #65-1230155

### **Tips for Success!**

**Have Fun!** The best drives are often the most engaging. Incorporate themes, special events and incentives into your drive.

**Encourage Friendly Competition.** Challenge different departments or groups to contribute the most dresses. Offer a small prize for the winning team.

**Set a Goal.** It should be realistic, yet still take some work to attain. Share this goal with your team. Make a goal chart to provide a visual of your progress and place it near your donation location. Update it as you get closer and closer to your goal.

**Make it Personal.** Why are you helping Abby's Closet? Do you have a personal story? Share your motivation for wanting to help!

**Shout it From the Mountain Tops!** Let everyone know about your dress drive. The more your co-workers, friends and or family know the more likely they will be to donate.

**Don't Forget!** Come up with creative ways to help folks remember your dress drive. For example, purchase pink, plastic hangers and give them to potential donors to use to bring in their gowns.